

# **ANGELS CAMP BRAND LEADERSHIP TEAM**

**March 8, 2011 Meeting**

**10:30 am, The Library at CAMPS**

## **AGENDA**

1. Call to order
2. Introductions
3. Public Comment
4. Approval of February 8<sup>th</sup> Meeting Minutes
5. Follow-Up to Long-Range Planning Workshop
  - a. Action items report
    - i. Wrenae Rowe questions to City
    - ii. Next steps
  - b. Branding Support Group -- Business owners follow-up
  - c. Report to City Council – March 15
6. Retail Recruitment Program
  - a. March 14 program for business owners – Anne Forrest
  - b. ICSC Monterrey conference – Dave Hanham
  - c. Final report to Council
  - d. Implementation
    - i. Committee and City
    - ii. Recruitment package
  - e. Tourism & second home study
7. Action Items:
  - a. [www.angelscampfun.com](http://www.angelscampfun.com) – Rosie Sundell
  - b. Pole banners – Lisa Boulton
  - c. Marketing brochure – Lisa Boulton
  - d. Public relations -- Jay Shotwell
  - e. 'Holding an Event in Angels Camp' package – Rosie Sundell
  - f. Social media, 'Welcome Visitors', other cooperation with the CVB – Lisa Mayo and Anne Forrest
  - g. City stationery – Anne Forrest & Dave Richards
8. Upcoming Events, Conferences, Activities: All
9. Issues:
  - a. TOT – Lisa Mayo
  - b. Mokelumne River – George Wendt
  - c. Gold Cliff Mine – Steve Fairchild
  - d. Others --
10. City Report: Dave Hanham & Dave Richards
  - a. Budget process
11. New Business:
12. Adjournment